

Crawford County Avalanche

Seventy-Sixth Year No. 52

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Babson's Business and Financial Forecast For Year of 1955

By Roger W. Babson

1. **General Business.** Despite falls from some quarters, 1954 will drop in the average Physical Volume of Business of only 2% from the record year 1953. We could see a rise of about the same amount. Certainly, the direction of business until mid-1955 will be upward.

2. **Businessmen will wake up.** During 1954 many businessmen discovered the meaning of the word "competition." Sales will continue to be made only with real effort in most lines.

3. **Consumption Outlook.** Consumption in a number of lines has been proceeding at a more rapid rate than has production. I forecast a better record in early 1955 for both steel and automobile.

4. **Textile Industry.** Textile industry operating at extremely low levels throughout most of 1954 and railroad equipment also exerted a strong downward pull. I forecast that the textile and coal industries will be in a recovery this year after their long stay in the oldsmobiles.

5. **Private Construction.** I forecast that home building and general construction will be somewhat lower in 1955 than in 1954, but important industry should operate at high levels next year.

6. **Public Construction.** I forecast that public construction will increase during 1955. This should mean a rise in the output of cement.

7. **Agricultural Equipment.** This industry has been suffering from decline in demand, but should now improve. Government-spon-sored planting curtailment and crop loans have reduced free supplies, and may make for higher agricultural prices later in 1955.

8. **Armenian Industry.** The armament industry will still be one of the main floors beneath the economy. The electrical and chemical industries will move at a rate similar to that of 1954.

9. **Other Industries.** I am somewhat optimistic in clothing, aircraft manufacturing, air-line transportation, office equipment, electricity output, petroleum products, natural gas, and shoes. I am also fairly bullish on rubber, paper, electrical equipment, certain types of building, and non-ferrous metals.

10. **Weather Conditions.** It is foolish for me to attempt to forecast rains, droughts, frosts, etc., for any special section. However, taking the nation as a whole, I look for better weather in 1955.

11. **Retail Sales.** I forecast that the outlook for retail sales is encouraging, at least through the first half of 1955.

12. **Profits.** Stiffening competition is chipping away at the profit margin. Return on invested capital is in a long-term downward trend. The first few years after World War II were the golden years for the novice in business and for the inefficient. Those days are gone for awhile.

13. **Selection.** Higher labor and other costs, plus intensified competition, will continue during 1955. I forecast a high degree of selectivity in the effect of this trend on individual activities and companies. Victory will be for the nimble and for the strong!

14. **Dividends.** Recent high expenditures for new plant and machinery have left some companies with very high depreciation charges. As new capital commitments are cut and depreciation remains high, cash inflow could expand. Such companies should be able to pay out in dividends a higher percentage of earnings than in recent years, notwithstanding a moderate profit percentage.

15. **Inventories.** Inventories have been permitted to run down during 1954. As total business expands, there will be a tendency to replace reduced stocks, especially during the first half of 1955. Total manufacturers' inventories, however, may total up more rapidly than total business inventories, and total retail inventories will show little change from recent levels.

16. **Prices of Manufactured Goods.** Even with the expected pickup in demand, I see no sharp markup in industrial prices next year. Over-all supplies are generally ample. Hence, I forecast that industrial prices in 1955 will show little change from recent levels.

17. **Food Prices.** Food prices may firm later in 1955. The strong move into Government crop loans during 1954 has made free supplies more abundant. Hence, I forecast that new advertising programs by canners and other great food distributors will help farmers, stock raisers, and fruit growers.

18. **Consumer Income.** Consumer income will hold at satisfactory levels. Most goods should move directly into consuming channels.

19. **Living Costs.** I forecast that living costs will show some increase during 1955, but not as great as in recent years. There may be some change from present levels. There may be some change during the first half, but the late months may again witness a minor softening.

20. **Real Estate.** I forecast that real estate may edge somewhat

higher; clothing costs should be steady to moderately higher. There is small chance that food expenses can be greatly reduced.

21. **Money Supplies.** I forecast that money supplies will be ample for all legitimate business needs during 1955. With little likelihood of business getting out of hand on the upside, credit easing is more likely than credit curtailment at this time.

22. **Inflation.** Fears, or perhaps hopes, of an inflationary boom should be buried. Barring outbreak of war, our productive capacity is sufficiently large to meet all demands for goods. I forecast that no runaway inflation is probable, even if the money managers increase the supply of money or ease credit.

23. **Interest Rates.** Until the Treasury finds a way to balance the budget, hold business at high levels and unemployment at a minimum. I forecast little likelihood of higher interest rates.

24. **Bond Prices.** With the possible exception of tax-free bonds, I see no reason for increased bond prices in 1955. I forecast an increase in the issuance of tax-free revenue bonds.

25. **Stock Prices.** After so sharp a rise, the market could have a reaction; but I am forecasting no crash in 1955 such as we had in 1929. In fact, the situation changed for the better October 11, 1954.

26. **Wages.** I forecast that the wage trend in organized industry will continue to move higher at least in the first half of 1955. During the first half year, when business will be improving, the labor chieftains will also be quick to resort to the strike weapon.

27. **Other Labor Gains.** I forecast that the heavy guns of the labor bigwigs will be trained on the guaranteed annual wage, shorter work week, and more pensions. With a better congressional control of appointments to the National Labor Relations Board, the decisions of that body will swing more toward labor than toward management.

28. **New Inventions.** These will mostly be a labor-saving type. I forecast a marked increase in automation and cybernetics, and other marvelous changes in production methods.

29. **Employment.** Unemployment is brighter, since business will be on the upgrade during the first half. I forecast that local and seasonal unemployment will still prove a knotty problem.

30. **Failures.** The salient business characteristic of 1954 will be bitter competition. Many companies already weakened by competitive conditions will no longer be able to keep afloat. I forecast a rise in both the number and the total value of failures during 1955.

31. **Mergers.** I forecast that mergers and consolidations will be encouraged by federal officials, if, by merging, a weak company can be saved. But while every effort will be made to prevent bankruptcies, Washington will frown on large mergers and consolidations.

32. **General Real Estate Sales.** The time already past when real estate prices should have been falling. Only a fear of World War III and easy credit have prevented this. Therefore, I forecast that a downturn in prices cannot long be postponed.

33. **Uranium Craze.** The greatest speculation will take place in the seeking and trading of land with uranium prospects. This is now centered in Colorado, Utah, and vicinity, but I forecast it will spread in a limited way to many other states and even to "offshore" property. It could exceed the gold rush of 1849. Another demand will be for woodlands which can be bought for a few dollars per acre.

34. **Commercial Farms.** These have suffered a decline in price as a result of the slump in agricultural prices and farm incomes. Unless more will be done politically for the farmers next year, I forecast that the recent decline in commercial farm prices may continue during 1955. Subsistence farms on the fringes of larger cities should hold up well in price as migration toward the suburbs continues.

35. **Vacant Land in City Areas.** With the exception of parking lots, city vacant land should experience a continued slow reduction in price during 1955. I am very bullish on land anywhere suitable for parking.

36. **Business Property.** I forecast little hope for improvement for such property in the larger cities during 1955. Business property in the suburbs has not been so inflated, and therefore will not be so vulnerable to decline and high taxes.

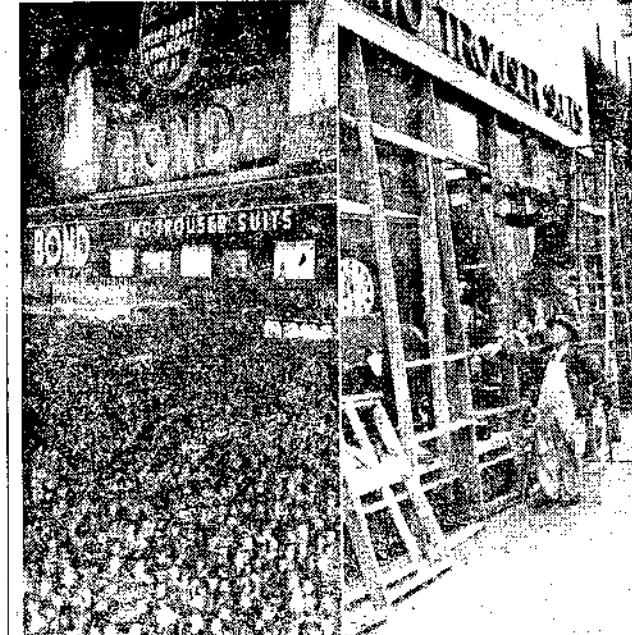
37. **Industrial Building.** The construction of new industrial plants gives every indication of continuing to mark out a downward course during 1955. I forecast that the brightest spot on the construction horizon for next year is the prospect for increased municipal construction — schools, hospitals, etc.

38. **Residential Construction.** The building of new homes has held at very high levels during 1954. Although I expect the trend of NEW HOME prices to be down during 1955, living costs will show some increase from present levels.

39. **Consumer Income.** Consumer income will hold at satisfactory levels. Most goods should move directly into consuming channels.

40. **Living Costs.** I forecast that living costs will show some increase during the first half, but the late months may again witness a minor softening.

41. **Real Estate.** I forecast that real estate may edge somewhat



TIMES SQUARE . . . The Gay White Way before and after. At left, the way it looks each year as crowds welcome the new year. At right, department stores getting ready by boarding up their windows to prevent breaking of display windows by happy celebrants.

HOLIDAY CHEER OF LIQUID TYPE MAY BE DEADLY

On year and 14 drivers who had been drinking lost their lives in traffic accidents in Michigan. For them all holiday seasons ended permanently.

This grim reminder was voiced by Sergeant Hiram Grimson, commanding officer of the Houghton Lake Post of the Michigan State Police, in urging all to use common sense in celebrating New Year's.

Police are always concerned about the problem of drinking and driving or drinking and walking, but more so at this time of year because there is more of it," Sergeant Grimson said. "Officer parties that get out of hand, social gatherings that become too exhilarated, or the friend-meets-friend type of tippling contribute heavily to the traffic accident, injury and death toll.

"That extra glass may be the one that turns the holiday into tragedy. Take a cup of coffee instead."

Various police agencies, safety groups, tavern owners and others in the state are carrying on a special campaign to warn drivers to take it easy with emphasis on the fact that "drunk drivers go to jail."

Florida's Answer To The White Christmas

Editor's Note: We reprint the following poem sent to Mrs. Dan Babbitt of Grayling by Mrs. Max Lange, a former Grayling resident, now living in Florida.

So many natives of Crawford County now spend Christmas and the winter season in Florida or other southern sun zones, she felt the poem would be of interest.

CHRISTMAS IN FLORIDA

The visitor sadly shook his head. As he basked in the tropical sun, "Call this Christmas?" to me he said.

"Well not where I come from." Christmas needs snow and ice and cold.

And the sound of sleighbells' ring;

And as for me, I can't be sold,

On this weather that feels like Spring.

"Your Santa Claus in a bathing suit,

No sun, it just isn't right.

Orange juice and tropical fruit—

I think it's an awful fright."

We looked at him and then we smiled.

As he scoffed at our "plight":

And we felt pity and were not riled.

"'Cause he was so far from right.

For no snow fell on Bethlehem,

On the night the Star first shone.

There was no blizzard or howling gale.

That sweepst with a shriek and a moan.

The moon was soft, and what is more,

The night the Christ Child came,

Hibiscus bloomed near the stable door,

As Mary murmured his name,

Bougainvillea of violet hue,

Arched in a graceful bower;

Poinsettia, wet with midnight dew,

Enhanced that sacred hour.

The Heavenly Host in the starry sky,

Proclaimed the birth of the King;

And rustling palms echoed the cry,

As the whole Earth seemed to sing.

So we find here, in our sun-drenched land,

Untouched by the ice and snow;

That the spirit of Christmas is near at hand

And we feel God willed it so.

(Copyright 1951, by James B. Moore.)

Mr. and Mrs. Walter F. Triebner entertained at an open house Sunday afternoon.

Pair To Prison For Christmas

On January 7, 1954—Grayling Winter Sports Park to be fully open on Saturday, Kenneth E. Palmer of Grayling was instantly killed in an auto crash near Houghton Lake on Christmas Eve. Grayling High Vikings rated number seven in Class C in the state.

January 14, 1954—Lawrence LeMieux laid to rest on Saturday morning in Elmwood Cemetery. Former Mayor George Burke was lost for some time near the Manistee River; he was rescued by Sheriff John A. Papendick, Grayling Chief of Police Harold Hatfield, Jr., Hurl Deckrow and Grover Cason. It was announced that a cup of coffee was to jump to 10c in Grayling as of Monday.

January 21, 1954—Preliminary plans were completed for the proposed school expansion. More than 100 Explorer Boy Scouts were expected in Grayling for a week end of winter sports. Miss Grayling of 1954 was to be presented at a dance Saturday night.

January 28, 1954—Phyllis Goss crowned as Miss Grayling 1954 on Sunday. Rites were read last week for Boyd Funch, Eldorado pioneer. Skid tests were underway at the airport under the direction of the National Safety Council.

February 4, 1954—School survey shows upward trend in enrollment. Grayling Mayor A. L. Roberts elected as second vice-president of the State Association of Supervisors. Mrs. Elsie Peterson succeeds Tuesday afternoon at Mercy Hospital.

February 11, 1954—Grayling Winter Sports Carnival set for this week end. Vikings seek 14th straight victory against Kalkaska. Skid tests by the National Safety Council carried on at the airport were completed this week.

February 18, 1954—District voters approved school addition by 300 to 100 vote. Phyllis Goss crowned Miss Michigan Winter Queen by Conservation Director Gerald Eddy. Avalanche announced plans for building expansion.

February 25, 1954—Vikings seek first undefeated season in two decades. George N. Olson, lifelong resident of Grayling, succeeded in winning 10c in Vikings swamp Kalkaska in track meet.

March 6, 1954—Bonds for school expansion sold at less than 3% interest. A new business will open June 1 in Grayling. The Hendershot Supply Co. Plan Third Annual Grayling High Alumni Banquet.

March 13, 1954—Final Red Cross report shows quota exceeded by \$700. Senior Class of Grayling High heads for New York City. Junior Prom held May 8th is well attended.

May 20, 1954—Kiwians to dedicate Hartwick Pines Chapel on June 7. New newspaper press arrives at Avalanche. Vikings quickly six track men in Regional meet. Denise Sorenson to attend Wolverine Girls State as Legion Auxiliary representative.

May 24, 1954—Vikings to open tourney play after winning 17th straight regular season games. George Annis resident of Beaver Creek Township for 72 years, passes on at Mercy Hospital. March of Dimes drive hits \$4,635 in county.

March 11, 1954—Vikings win district championship at Gaylord. Hospital drive inches up to \$368,000. Dr. Edward Rodda of Detroit joins Keyport, Clippert and Heng Cline.

March 18, 1954—Charlevoix Rayders dump Grayling in regional play. Red Cross drive at \$100. Marvin Bielski and Richard Hamilton named to All State Class C basketball squad. Local Legion Post orders two new bowling alleys to add to 6 already in use.

A tape recording of the cantata was made and played over station WHGR, Houghton Lake, Christmas morning at nine o'clock. Another recording was made of the glee club which was to be played over the Houghton Lake station on January 5th at 1:00 P. M.

WANT ADS

TELEPHONE 3111

For Rent
Lost or Found
For Sale
Wanted to Buy
Miscellaneous

RATES—Advertisers in this department pay 10 cents for each word, 15 cents for each line, 25 cents for each column. Rates for display advertising are \$1.00 per word, \$1.50 per line, \$2.00 per column. Advertisers are charged by cost of postage stamp. A 10% charge of the will be made for blind or charged ads.

The Want Ad Department closes for each week's edition at 11:00 o'clock noon on Tuesday.

Chain Saws

Allen, Campbell and Dean
Chain Saw Sales and Service
Saw Blades for rent. Chain
Mower Cleaning Service 3124

FRANK'S FURNITURE SHOP — 7
THREE BEEHIVE BUILDING ON
THE CORNER OF 3RD AND 11TH
STREETS. FURNITURE, MATTRESSES,
BEDDING, MATTRESS AND COTTON
BEDDING, BATH TOWELS, SHEET
SETS, ETC. 11TH AND 3RD
STREETS. 3124. 3125. 3126

EASY FINANCING — Our finance
department through Allied
Business Credit Bridge plan. No
down payment of 10% for 2 years

The coming of this calendar is
marked by Pope Gregory in 182
and the framework for universal
celebration of New Year's day.

Europe, which the calendar had
celebrated March 15 as the first
day of the year, was the last to
adopt the Gregorian calendar. But

it was not a complete adoption
until 1752 when Great Britain joined
the other European countries rec-
ognizing January 1 as the first day
of the year and abandoning use of
the Gregorian calendar.

Of course, the date of January
1 is not celebrated by everyone.

The Jews observe a Holiday New
Year season at the time of the
harvest equinox. The Modern cal-
endar which dates to 180 A.D.

has 12 months that begin with the
approximate new moon without
any consideration of when that
occurred in the seasonal calendar.

And the Gregorian calendar is
celebrated a great deal of cele-
bration, still doesn't satisfy everyone
and uses a periodically some new
date with which they can cele-
brate a better way of marking time.

Gregorian Calendar Unified Our Timekeeping

Our present calendar—the Grego-
rian—was the first calendar to
abridge any semblance of world
unity in the time sense.

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IT PAYS TO
ADVERTISE IN THE
"AVALANCHE"

Furniture

Northern
Michigan's
Most Complete
Selection

Nations finest Bedding
Lines. Everything you need
in furniture from one large
store.

BUY ON EASY TERMS
NO INTEREST OR
CARRYING CHARGE

Free Delivery

Wilson

Furniture Co.

1204 S. Union St.
Phone 2205
Traverse City

For Rent
Lost or Found
For Sale
Wanted to Buy
Miscellaneous

Washington Began Open House Custom

Some historians credit George
Washington with starting the cus-
tom of receiving friends and holding
"open house" on New Year's Day.

The first president began this
custom in 1790, when New York
was the seat of the government. He
made a practice of opening the
doors of the presidential mansion
for a reception on each New Year's
Day. Friends and foreign diplomats
were invited as well as the local
community.

New Year Calls For Celebrations

New Year is celebrated in un-
usual fashion in many parts of
the world and as a rule, it is a
time for gaiety and for thinking
of the chances of another year.

It is one of the happiest days in
the Japanese calendar. Even the
poorest manage to have a few
sums of clothes for this day when
it is spent visiting friends. Children
these sometimes last as long as
two weeks, with three or four days
vacation from work taken by many
businesses.

ROSE BOWL
The famous Rose Bowl game
started out as a supplement to the
Presentation of Roses when the
first east-west game was played
on January 1, 1921. Michigan beat
Stanford 48-0.

LOCAL REVIEW

Continued from Page 1

Sept. 15—Crawford County
Orange Society Bazaar 1934—
September 18, 1934—Small
game hunting season opens Friday
evening. Hunting 10¢ per acre. Friday

Autumn 10 per cent increase of
game. Standard permanent gold
star Day places 1000 in State
Archived. Archery tournament
October 1, 1934—The Archery
League battle to 1000 in State
Championships. Super elevated Hunting
Star president. Hunting Star
service new. State Star. October
14, 1934—

October 15—Crawford County
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April 30—Crawford County
Orange Society Bazaar 1934—
May 1—Crawford County
Orange Society

Crawford County Avalanche
Established 1878
ROBERT W. STRONG, Publisher



Entered as Second Class Matter at the Post Office at Grayling Michigan, under the Act of Congress of March 3, 1919

Published each Thursday

Phone 3111

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Grayling, Michigan, Thursday, December 30, 1954

Polio Is a Bigger Job Now!

On January 3, the annual March of Dimes will start its drive for polio-fighting funds. While the year just ending has witnessed giant strides against this crippling disease, victory is not yet won.

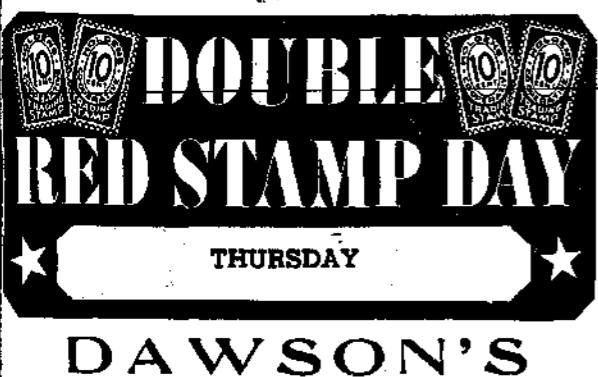
The trial vaccine developed by Dr. James E. Salk was given last spring to 440,000 children. Now an evaluation of its effectiveness in preventing polio paralysis is being made at the University of Michigan. Health records of 1,830,000 children in the first three grades of 14,000 schools in the 217 trial areas are being studied.

But up to now we cannot know whether the vaccine protected against paralysis polio, and we will not know until spring. Meanwhile, the fight must go steadily on.

Even if the vaccine is effective, polio still will strike in the years just ahead. It takes time for a preventive to become widely used. We must expect tens of thousands of men, women and children to be stricken and to need March of Dimes aid. That help must be available to them.

The fight against polio is being carried out on four fronts — polio prevention, patient aid, scientific research and professional education. This makes it a much bigger job now. Great advances have been made in the past few years but the four-front attack must continue till final victory.

The March of Dimes needs our whole-hearted support right now to do a bigger job for all of us. Dig deep during this January drive. It's YOUR fight.



WATCH AND ENJOY PROGRAMS FROM WWTV, CADILLAC
ON A BIG SCREEN

ZENITH TELEVISION SET

We are now equipped with a portable Antenna Tower. Try Zenith in your home without any cost or obligation of any kind.

WWTV's Program For Your Enjoyment — With Our Compliments

WWTV PROGRAM	Saturday, January 1
Thursday, December 30	11:15—Sign On
3:15—Sign On	11:30—To be announced
3:30—Around the Coffee Cup	12:00—Big Top
3:45—Military Mailbag	1:00—WWTV Playhouse
4:00—Homemakers' Time	2:00—What is the World
4:15—Valiant Lady	2:30—To be announced
4:45—Ace Drummond	3:00—Saturday Mained
5:00—Uncle Glen	4:30—Random Reels
5:45—Captain Video	5:00—Western Theatre
6:00—News	6:00—Answers for Americans
6:15—Weather	6:30—WWT Playhouse
6:20—Sports	7:00—Christopher Program
6:30—Horse Rider	7:30—Wrestling
7:00—Michigan Outdoors	8:00—For the Money
7:30—Timber Time	8:30—That's My Boy
8:00—Mr. District Attorney	9:00—Heart of the City
8:30—To be announced	10:00—Starlight Theatre
9:00—Liberate	10:30—Break the Bank
9:30—Four Star Playhouse	11:00—News Nightcap
10:00—Hockey Red Wings	11:45—Sign On
10:45—Mystery Hour	12:00—TBA
11:45—News Nightcap	1:00—To be announced
Friday, December 31	1:30—Sunday Matinee
3:30—Sign On	2:00—You Are There
3:30—Around the Coffee Cup	2:30—Jack Benny
3:45—Bob Crosby Show	3:00—Toast of the Town
4:00—Homemakers' Time	3:45—Fred Waring
4:30—Valiant Lady	4:00—Break the Bank
4:45—Ace Drummond	4:45—Father Knows Best
5:00—Uncle Glen	5:00—WWTV Playhouse
5:45—Captain Video	5:30—Sunday Matinee
6:00—News	6:00—Sunday Matinee
6:15—Weather	6:30—Sunday Matinee
6:30—Michigan Conservation	7:00—What Goes On Here
6:45—Wonderland Trails	7:30—Industry on Parade
7:30—Frankie Laine	7:45—Telephone Storybook
8:00—Nin Tin Tin	8:00—Godfrey and Friends
8:30—Waterfront	8:30—This Is the Life
8:45—Meet Corliss Archer	9:00—Your TV Theatre
9:00—Dollar a Second	9:30—Your All Star Theatre
9:30—Your Star Showcase	10:00—WWTV Playhouse
10:00—The Line Up	11:00—News Nightcap
10:30—WWTV Playhouse	12:00—Program Change
11:30—News Nightcap	8:00—Florian ZaBach

Alfred J. Sorenson
ZENITH TELEVISION SALES AND SERVICE
IN THE SHOPPENAGONS INN BUILDING

**Interesting Events In
Grayling 23 Years Ago**

INTERESTING ITEMS OF NEWS GATHERED FROM THE FILES OF THE AVALANCHE OF 23 YEARS AGO

December 31, 1831

After being without banking facilities since Saturday, June 20th, when the Bank of Grayling closed its doors, Grayling is again to have a local bank. The new institution is incorporated as Grayling State Bank. The officers are as follows: Esbern Hanson, president; Holger (Dad) Hanson, vice president; and John Bruun, cashier and manager. Besides the above the following will make up the directorate: Fred R. Welsh, J. F. Smith and A. J. Nelson. Those who have taken stock in the new bank are as follows: Fred R. Welsh, T. P. Peterson, F. Smith, A. J. Nelson, J. H. Hanson, H. A. Baum, C. W. Johnson, A. R. Craig, Alfred Hanson, George Burke, John Bruun, Marguerite Nielsen, Nelson Corwin, George N. Olson, Drs. Keyport and Clippert, George Sorenson, Earl W. Dawson, C. McNamee, M. A. Bates and Esbern Hanson.

Complimenting her niece, Miss Betty Jerome of Syracuse, New York, who is here for the holidays, Mrs. Loraine Sparke entertained at a charming bridge party Monday afternoon. There were three tables and Miss Virginia Hanson held the high score. The guest of honor also received a prize.

Mr. and Mrs. John Erkes are spending the holidays visiting Mrs. Jennings' parents.

Clinton McNeven of Bay City has been spending the week here, a guest of Howard Granger.

Mrs. Hansine Hanson entertained the Danish Ladies Aid at her home Wednesday afternoon. Mr. and Mrs. C. C. Westcott of Ypsilanti are New Year's guests at the home of Mrs. J. K. Hanson. The Misses Hazel and Margaret Cassidy spent Christmas the first of the week in Detroit as the guests of Mrs. C. D. Lincoln.

Mr. and Mrs. Paul Ziebel enjoyed a visit from their daughter and husband, Mr. and Mrs. Fred Catlin of Toledo over Christmas.

Mr. and Mrs. Forrest Barber and children of Durand are visiting at the home of the latter's parents, Mr. and Mrs. George Bliggs.

Mrs. Eva Reagan and daughter, Elaine were guests over Christmas at the home of Mrs. Reagan's sister, Mrs. Joseph Malanson in Cheboygan.

Mr. and Mrs. Roy Milnes and children spent Christmas in Clare at the home of Mrs. Milnes' parents Mr. and Mrs. Rogers.

Miss Margaret Edgar of Morley is the guest of Joseph Cassidy over New Years.

Mr. and Mrs. Albert Hartley of Kawkawlin and Mr. and Mrs. George Alltop of Bay City spent Tuesday with Mrs. Minnie Hartley and daughter, Virginia.

Edward Hanson, Jr., who is attending Junior College in Flint, spent Christmas with his parents, Mr. and Mrs. Esbern Hanson. He returned to Flint Sunday.

Miss Bernice Corwin of Ann Arbor spent Christmas at the home of her parents, Mr. and Mrs. Nels Corwin. She entertained George Hilton of Lansing, who accompanied her.

Mrs. Herman Bidva, son, Matt, and daughter, Ann, spent a few days the latter part of the week in Detroit at the homes of her daughters, Mrs. Alfred Koepen and Mrs. Thomas Speights.

Christmas guests at the home of Mrs. Rasmus Jorgenson included Mr. and Mrs. Ernest Jorgenson and daughter of Pontiac, Mr. and Mrs. Ralph Warner and children and Miss Helga Jorgenson of Detroit.

Mr. and Mrs. Jafnes Olson and children of Detroit spent Thursday at the home of the former's mother, Mrs. Nels Olson. Mrs. Harold McNeven and daughter, Gloria, accompanied them home Friday to spend a few days.

Mrs. Earl Dawson was hostess to twelve ladies Saturday evening to honor Miss Anna Nielsen of Grand Rapids. Bridge was the diversion for the evening, with Miss Nielsen and Mrs. Giga Nielsen winning prizes. A very delicious lunch was served by the hostess.

46 Years Ago — December 31, 1808

Gotta Kraus is home from the M. A. C. for the holiday season.

Probate Judge Batterson passed his 64th birthday last Monday, as young as most men at 50.

Dr. S. N. Inley with his brother from N. W. Canada went to the old home near Toronto, Can., for a visit last week.

Fred Slight and family came down from Johnson's for a Christmas visit at the old home.

Clyde Hurn, Will and Edward Nolan and Dolphus Churton all came home from their work at Lansing for a holiday vacation.

James Ballard, who is employed in the office of Robert Smith Printing Company, came home for his turkey, with his mother and sister.

Frank Campfield spent a Christmas hour with the family of C. T.



HERE'S LUCK TO
YOU IN THE NEW
YEAR!

May you score a
"ringer"

in all of your endeavors.

The Grayling Agency

JOHN BRUUN, Owner

112 Michigan Ave.

OLGA NIELSEN, Secretary

Phone 3631

being our Supt. of Schools, J. E. Bradley and Miss Edith Chamberlain, daughter of Mr. and Mrs. L. H. Chamberlain. Rev. Humphrey Fleming officiated.

Beaver Creek News

The wood haulers of this town

are certainly doing business, as there are from twelve to fifteen teams hauling hardwood from this section. John C. Failing is in the lead, he is hauling with three and part of the time five teams.

Raymond Skindley has returned

Subscribe for the Avalanche

**Plan on OIL HEAT for Your Home—
Tried and Proved 4 Ways Better!**

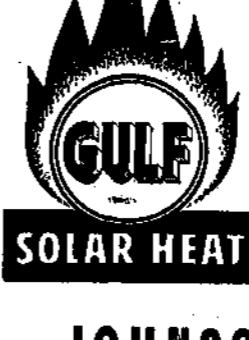
Today, many homes in every cold climate are enjoying the proved superiority of oil heat. Men who own homes, men who build them, have found oil heat is the best completely automatic home heating on the 4 most important points of comparison:

1. **Economy.** No other automatic home heating can be operated at such low cost and still deliver so much heat.

2. **Cleanliness.** Oil heat's record of dependability is long and reliable. No costly trial-and-error experiments. You know what you're getting with oil heat.

3. **Safety.** You can heat your home with oil, and have complete peace of mind. It's completely safe.

4. **Dependability.** Oil heat's record of dependability is long and reliable. No costly trial-and-error experiments. You know what you're getting with oil heat.



Call your GULF SOLAR HEAT Dealer today. We offer you the finest fuel oil available, plus full service facilities to keep your home heating plant at its best. Count on more clean heat per dollar with GULF SOLAR HEAT!

JOHNSON OIL COMPANY

Owned and Operated by Eric Post

PHONE 4801

113 FIG ST.

New Year's resolution that pays off in thrills...



WE'VE seen some high peaks of interest in our new cars over the years—but never anything like this.

Since the day we unveiled these glamorous new Buicks, people have been coming in—not only to see and study and sit in these great cars—but, very definitely, to drive them.

They want, it seems, a firsthand taste of the thrills that Buick engineers have conjured up for this new year.

And who can blame them?

For the word's around that Buick has what no other car has—a new kind of performance from a new kind of transmission.

It's called Variable Pitch Dynaflow Drive.* It uses the principle of the modern airplane's variable pitch propeller. And it does in oil what that aeronautical marvel does in air.

At one pitch of the blades inside the Dynaflow unit, you get more fuel efficiency in normal cruising and driving—which means better gas mileage, pure and simple.

But push the gas pedal beyond the full throttle position and you switch the pitch. Instantly, you get electrifying response—a sudden safety-surge of accelerating power to get you quickly out of a tight spot—and with the absolute smoothness that is constant in Dynaflow Drive.

Maybe you, too, have made a mental resolution to drive a '55 Buick—but why wait?

We're ready, willing and eager to let you try one—feel the spectacular new power that gives life to this bounteous beauty—and see for yourself that here is a performance thrill too exciting to miss. Drop in on us this week, won't you?

*Standard on Roadmaster, optional at extra cost on other Series.

Thrill of the year is Buick

DETROIT BUREAU STAFF FOR BUICK — See the Buick-Buick Show Alternate Feature Page

WHY BETTER AUTOMOBILES ARE BUILT BUICK WILL BUILD THEM

McEVERS MOTOR SALES

BUICK SALES AND SERVICE

TO OUR CHECKING ACCOUNT DEPOSITORS

In order to adjust our commercial service charge schedule to a more equitable basis, we wish to advise you that effective January 1, 1955, our charge for maintaining a checking account with us will be as follows:

1. There will be no service charge made on accounts which maintain a balance of \$100.00 or over regardless of the number of checks drawn on deposits made.
2. There will be no service charge made on accounts whose balance drop below \$100.00 if there are not over five items posted against the account during the month.
3. An item consists of any check drawn against your account or any deposit made to your account.
4. On all accounts whose balance drop below \$100.00 during the month and there are more than five items posted against the account, there will be a \$1.00 charge plus .06c for every item in excess of five during any month.
5. Accounts for religious, patriotic and charitable institutions will be handled without charge or a service to the community.
6. There will be a charge made of \$1.00 for each time a depositor's account is over drawn during the month plus a \$1.00 charge for each day the account is overdrawn.
7. There will be a charge of 50 cents made for the opening of a checking account.

Grayling State Savings Bank
Member Federal Deposit Insurance Corp.



A New Year bows into a world that prays for peace and hopes for a new era of understanding among mankind. May 1955 see the prayers granted, these hopes fulfilled . . . and leave the world the better for its coming.

Dawson's

Crawford County Avalanche
Thursday, December 30, 1954

Bits O' Talk

Home Extension, Group 3, met at the home of Mrs. Fred Baldwin on Thursday evening December 16. Mrs. Doris Baldwin, Mr. was in attendance. The evening was spent decorating candles and making pictures on copper sheeting for Christmas.

John Bell and Dennis Giffin of the E. B. D. C. left last Monday for Fort Detrick, Maryland.

Max Shirley Sanders of Detroit and Robert Knobell of Homestead spent the Christmas week end visiting her parents, Mr. and Mrs. Harry Sanders.

Mike Brady of Amarillo, Texas, arrived home last Tuesday to spend the holidays visiting his parents, Mr. and Mrs. John Brady. Mrs. Carolyn Piner of Detroit arrived Thursday and spent the holiday week end with her son and family, the Charles Pipers.

Mr. and Mrs. Jack Wade left last Wednesday to spend the holidays in Toledo visiting friend and relatives.

Mrs. A. M. Lewis spent last Thursday in Newberry visiting Dr. and Mrs. Earl Campbell. On Friday the Campbells and Mrs. Lewis left to spend the holidays in Lansing visiting their daughter, Mr. and Mrs. Frank Myers.

The office of Dr. Ralph Homan will be closed from January 1 through January 20. Open again on January 21 at 9 A. M.

Mr. and Mrs. Earl Jones of Detroit spent the Christmas week end visiting their parents, Mr. and Mrs. Leonard Jonson and Mr. and Mrs. Thevard Boronson.

Mr. and Mrs. Earl Rasmussen of Mt. Pleasant spent last Wednesday visiting at the Elmer Rasmussen home. Mr. and Mrs. Donald Orr and family of Traverse City and Mr. and Mrs. Nels Nolish from Keweenaw spent Christmas visiting the Rasmussens.

Mr. and Mrs. Dale Pottengill and family spent Christmas in Perry visiting his sister and husband, Mr. and Mrs. M. C. Spaulding.

Miss Jean Lovely of Flint spent the holiday week end visiting her parents, Mr. and Mrs. Richard Lovely.

Miss Jane Ann Martin of Centerville spent the Christmas week end visiting her mother, Mr. and Mrs. Walter F. Trueblood.

Mr. and Mrs. Arthur May and son of Montague, Mr. and Mrs. George Daniels and family of



(Official United States Navy Photo.)

They've Got the Blues—Navy dress blues, that is. Lloyd B. Crawford, U. S. N. seaman recruit, son of Mr. and Mrs. Paul Crawford, 805 Rose St., Grayling, Mich., is among four members of the All-Michigan company trying on their new uniforms. The four began training at Great Lakes Naval Training Center on Dec. 7. Left to right the recruits are Harry Fano, Ida, Mich.; Crawford, Milton Emery, Roscommon, Mich., and James Kuchnicki, Alpena, Mich.

Midland and Mr. and Mrs. Reiner and daughter of Detroit spent Christmas visiting the Frank May, Jr. and Miss Frances May.

Mr. and Mrs. Roy Milnes, Jr., of Vicksburg spent the holidays visiting his parents.

Mr. and Mrs. Sven Madsen and family of Gaylord and Mr. and Mrs. Whitley Madsen and family spent Christmas eve with the Norman Madsens.

Mr. and Mrs. John Sojka and son of Centerline spent the holidays visiting his mother, Mrs. Ernest Borchers and Don.

The Mason Agnes and Ann and George Hannon left Friday and spent the Christmas week end in Detroit visiting Mr. and Mrs. John Liske and family.

Donald Born and Miss Alice Averill of Bay City spent Christmas visiting at the George Burke home.

Miss Len Jorgenson returned home Sunday after spending three weeks in Adrian visiting her aunt, Mrs. John Jackson. Mr. and Mrs. Jorgenson and her mother, Mrs. Charles Wilbur spent Christmas in Gacoda visiting S/Sgt. and Mrs. William Johnson and family.

Mr. and Mrs. Joseph Cinicola and family left Friday to spend the holidays in Bay City visiting her parents, Mr. and Mrs. Stanley Gutz and other relatives.

Mr. and Mrs. Forrest Vincent and daughter, Marlene, left Friday and spent the Christmas week end in Owosso visiting his parents, Mr. and Mrs. Floyd Vincent.

Recent visitors at the home of Mr. and Mrs. Stanley Mankowski were Mr. and Mrs. Louis Mankowski of Gaylord and Mr. and Mrs. Ruthie K. left Friday to spend the holiday week end in Detroit visiting their son, Lewis and family.

Mr. and Mrs. Duane Allen of Lansing spent the Christmas week end with his parents, Mr. and Mrs.

Russell Allen.

Mr. and Mrs. M. J. Alet and daughter of Detroit spent the holidays visiting their son and family, the John Alets.

Mr. and Mrs. Donald Ashton and son of Saginaw spent Christmas here visiting their parents, Kenneth Ashton and Mr. and Mrs. Claud Parker.

Mr. Ruth Jelnoch and daughter, Mrs. Valdi Watkins left Friday to spend a week in Detroit visiting relatives and friends.

Mr. and Mrs. Larry Bauman and family spent Christmas in Saginaw visiting their mothers, Mrs. Hugo Baumann and Mrs. John Green.

Mr. and Mrs. Richard Dawson of Gaylord and Norman Dawson of Mt. Pleasant spent Christmas visiting Mr. and Mrs. Earl Dawson.

Miss Lillian Hill left last Thursday to spend Christmas in Bluffton, Ind. with her sister, Mrs. Robert Nixon and family and also her father, Harvey Hill.

Mr. Ben DeLaMater returned home December 18th after spending three weeks in Saginaw with his husband. Mr. DeLaMater arrived Christmas Eve and spent the week end here.

Mr. and Mrs. Willard Johnson and daughter of Gaylord and the son DeLaMater spent Christmas Day at the home of Mr. and Mrs. Land and Marshall and family.

Mr. Harry Redick and brother, Charles Redick spent the Christmas week end in Cadillac visiting their son, Mr. and Mrs. Russell Stump and family.

Mr. and Mrs. Wayne Ewalt and daughter, Kathy, left last Thursday.

day to spend the Christmas week end in Lansing visiting her parents, the Fred Matteson.

Mrs. Horace Shaw left last Wednesday to spend the holidays in Detroit.

Mr. and Mrs. Harold Clements and grandson, Mike Watkins, returned home Wednesday after spending ten days in Indianapolis and Crawfordville, Ind., visiting relatives and friends.

Mr. and Mrs. James McGee and family left today to spend the New Year week end in Windsor visiting friends.

Advertise and Realize

"Laugh for Fun-ds"

May 1955 be the best year ever for all our friends and customers.

This ad, cut out and presented to our route man or call office is worth 10c on any dry cleaning order paid for in cash.

Grayling Laundry & Dry Cleaners
PHONE 2801

We couldn't help but remember to wish all of our friends and patrons a very



HAPPY NEW YEAR.

TO EACH OF YOU, WE SAY THANKS FOR YOUR PATRONAGE, AND WE HOPE WE MAY CONTINUE SERVING YOU AS IN THE PAST.

Baringer's Men's Shop

"The North's Finest"

In The Shoppenagons Inn Building

Phone 4081

ALFRED HANSON

"SPEEDY"

LAST NIGHT YOU PROPOSED TO ME. TEN MINUTES LATER I MET A FRIEND UP TOWN AND A HALF HOUR LATER TO MY GIRLFRIEND ACROSS TOWN.

HOW COULD I EASY GO?

SO EASY THING?

NOT EASY TAKE ALL MY FRIENDS IN FIRST CLASS CONDITION.

ALFRED HANSON

AND IT'S EASY GETS AROUND TOWN!

ALFRED HANSON
24 hr WRECKER
SERVICE
GRAYLING • 2311

To You: The Biggest, Brightest
And Happiest of New Year Wishes!

Strike up the Band! We want to give you a rousing send-off as the old earth starts another spin around the sun . . . our wishes for good luck to you!



Grayling Mercantile Co.

May the merrymaking for the arrival of the

Now Year signify the beginning of twelve

months filled with glorious opportunities for
you who are our valued customers!



WELSH MOTOR SALES
"Your Friendly Ford Dealer"

H. G. JARMIN.

GENERAL INSURANCE —

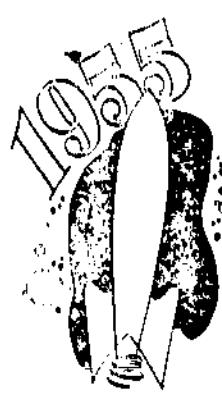
Fire — Life — Marine — Bonds Hospitalization
Health and Accident Wolverine Auto Insurance
HAVE YOU CHECKED YOUR FIRE INSURANCE?
YOU MAY BE BUT 40% INSURED.

411 MICHIGAN AVENUE

PHONE 2701

Now For The First Time

Get that GLASSHEAT panel for bathroom, or COLD bedroom. Immediate delivery. Thermostatic controlled. GLASSHEAT panels by CONTINENTAL, are Guaranteed for five years. FIRE-HAZARD NIL. Fool Proof. Contact A. FEWELLING Bonded Salesman. Phone 13174 or Electric Glassheat Branch office Gaylord. Phone 7181. GET FULL DETAILS AT ONCE.



WE ARE TRULY WISHING YOU A HAPPY
NEW YEAR THAT'S RIGHT OUT OF THIS
WORLD.

OLSON'S

SEE THE —

Cotton and Rose Bowl Football Games
Over WPBN, Traverse City Next Saturday

DIAL 2476 — For Immediate
Delivery and Installation.

YOU CAN SEE IT BETTER

WITH A —

PHILCO BIG SCREEN TV!



MOSHIER Refrigeration

513 CEDAR ST.

GRAYLING

PHONE 2476

Crawford County Avalanche
Thursday, December 30, 1954

LOCAL NEWS —

Mr. and Mrs. Marius Rogalle and Mrs. George Worthy of Horseshoe Lake spent the Christmas week end visiting Mr. and Mrs. Harry McEvers and family.

Mr. and Mrs. Burton McWilliams and family spent Christmas Day in Roseman visiting his mother, Mrs. Mattie McWilliams.

Mr. and Mrs. Thane Hendershot and family left last Thursday and spent the holiday week end in Grand Rapids visiting his mother, Mrs. Jennie Hendershot and family.

William and George Hatfield of Detroit arrived Friday and spent the holidays visiting their brother and wife, Mr. and Mrs. Harold Hatfield, Sr.

Mr. and Mrs. Hazen Hatfield and family of Kawkawlin arrived Christmas Eve to spend the holidays visiting her parents, Mr. and Mrs. Lloyd Berry, Sr. They also visited his parents, Mr. and Mrs. Harold Hatfield, Sr.

Mr. and Mrs. George Wilcox and son of Midland spent Christmas visiting their daughter, Mrs. Howard Hatfield and family.

Mr. and Mrs. Elmer Veltenergruber and family of Bay City and Fred Campau of Phenix spent Christmas Day visiting the Larry McNamara's.

The Lake Margrethe Home Extension met at the home of Mrs. Claude Halstead for their annual Christmas party. After dinner they held a short business meeting and exchanged gifts. The next meeting will be January 3rd at the home of Mrs. Arthur Creak.

The Harry Reynolds and Mr. and Mrs. Richard Reynolds of Midland spent Christmas visiting Mrs. William MacNeven and Mr. and Mrs. Clyde Petersen and son, Bill.

Miss Sylvia Robertson of Saganinaw spent the Christmas week end visiting her parents, Mr. and Mrs. Thomas Robertson.

The Just Us Club met at the home of Mrs. Robert Sorenson last Saturday for their annual Christmas party. The evening was spent playing games and the secret pals were revealed in the gift exchange.

Mrs. Elva Ertle and Mrs. E. Blair of East Jordan spent last week visiting Mayor and Mrs. A. L. Roberts.

Mr. and Mrs. Laurence Surine left last Monday and are spending the holidays in Saginaw visiting Mr. and Mrs. Roy Armstrong.

Mrs. Jack Allen of Flint spent last week visiting the John Wilsons. Mr. and Mrs. Francis Wilsons also of Flint spent Christmas with the Wilcocks.

Interesting Local

Pictures for

1954



